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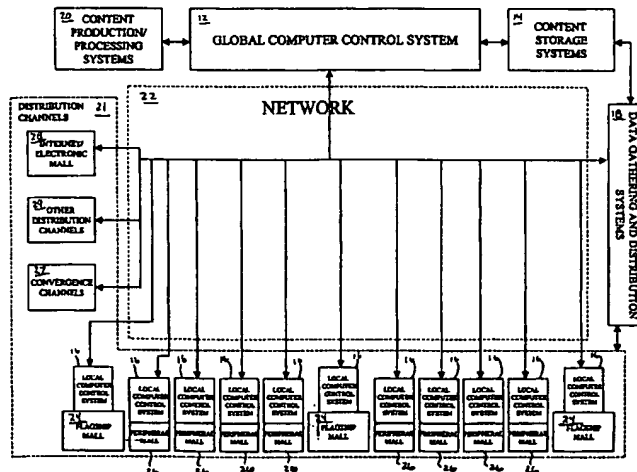
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[Continued on next page]

(54) Title: IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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 US CL :Please See Extra Sheet.
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 705/1, 14, 26, 27; 345/87; 359/67, 55, 58, 62; 235/383, 385, 380, 472, 462, 381

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Please See Extra Sheet.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,392,066 A (FISHER et al) 21 February 1995, col. 2-6, figure 2	1-10 ----- 11-23
X --- Y	US 5,561,440 A (KITAJIMA et al) 01 October 1996, col. 4-6	24-27 ----- 11-23
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X	US 5,465,085 A (CALDWELL et al) 07 November 1995, col. 3-11	32-49
A	US 5,250,789 (JOHNSEN) 05 October 1993, col. 5-10	32-49

Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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O document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 25 SEPTEMBER 2000	Date of mailing of the international search report 28 DEC 2000
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/17607

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,821,513 A (O'HAGAN et al) 13 October 1998, col. 4-13	32-49
A	US 5,859,414 A (GRIMES et al) 12 January 1999, col. 5-12	32-49

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IPC (7):

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US CL :

705/1, 14, 26, 27; 345/87; 359/67, 55, 58, 62; 235/383, 385, 380, 472, 462, 381

B. FIELDS SEARCHED

Electronic data bases consulted (Name of data base and where practicable terms used):

STN, WEST

search terms: retail or physicia stores, malls, display, advertising, promotional, products, display device, screens, Internet...